

MAD

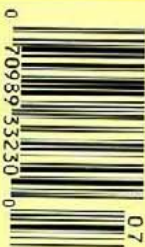
No. 272
July 1987

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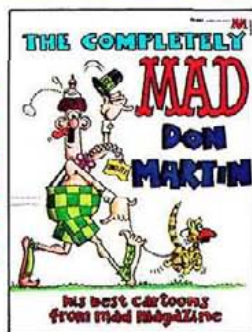
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*(*two out of three ain't bad!)*

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MAD

"It's astonishing how politicians never say anything, yet always insist they're being misquoted!"
—Alfred E. Neuman

WILLIAM M. GAINES publisher

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LEONARD BRENNER art director **TOM NOZKOWSKI** production

CHARLIE KADAU, JOE RAIOLA, SARA FOWLER associate editors

DICK DE BARTOLO creative consultant

JACK ALBERT lawsuits **MRS. WM. M. GAINES (finally!)** logistics

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CONTRIBUTING ARTISTS AND WRITERS the usual gang of idiots

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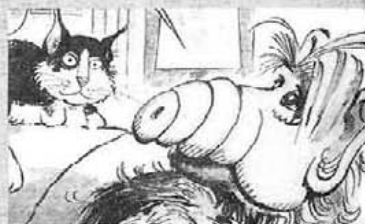
**Various Places Around The Magazine

COVER ARTIST: RICHARD WILLIAMS

BACK COVER WRITERS: JOE RAIOLA & CHARLIE KADAU

BACK COVER PHOTOGRAPHER: IRVING SCHILD

"ARFUL"
(A MAD
TV
SATIRE)
Pg. 4



A MAD
LOOK AT
FAST
FOOD
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MODERN ORGAN
TRANSPLANT
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"FORGET
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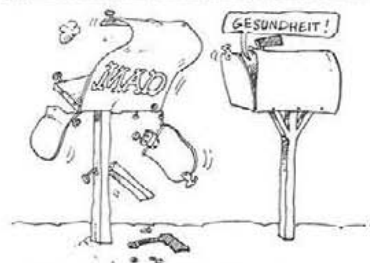
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SIDE
OF...
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IT'S
A
DIRTY
JOB...
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LETTERS AND TOMATOES DEPT.



SWEARING BY WHOOPEE

"Jumbled Joke Flash" was @#\$%&*! great!

Adam Cassidy
Ontario, Canada

RUSSIAN TO CONCLUSIONS

Not content with corrupting the morals of our young people, MAD is now showing signs of subversive Russian influence (People Even Lonelier than the Maytag Repairman, MAD #270). How else would artist Paul Coker know that *Салат* on the Chernobyl vegetable stand is pronounced "sale"?!

Robert Erck
Lombard, IL

Simple. Paul's been using Russian dressing on his vegetables for years!
—Ed.

MORON MAIL

What does MAD stand for, anyway?

Devin Hesse
Chester, VT

Good Question! MAD stands for the right of Americans to put whatever they want in a microwave oven. The belief that no matter what your race, religion or nationality, you can still be tracked down by a collection agency. The freedom to question why Lucille Ball ever tried to make a comeback on network TV. But mostly, MAD stands for these silly paragraphs we write in response to stupid letters like yours! —Ed.

MIAMI WRITES

I've been on the cover of magazines of all kinds, from *Time* to *Rolling Stone* to the *Star* (who's counting?). But I must say that being featured on the cover of MAD was a thrill unlike the others. THE BIG TIME!

Don Johnson
Miami, FL



Miami Vice's Don Johnson reads our spoof of his show in MAD #261...and reacts!

A LOTTO LETTERS

Your "Realistic State Lottery Scratch-Off games" in MAD #270 are just like real lotteries: Unwinnable!

M. Roplex
St. James, NY

MAD's "Realistic State Lottery Scratch-Off games" are pretty clever, but you forgot the most obvious one: Scratch off three funny articles in MAD and win!

Irvin Schonbrun
Vancouver, Canada

...Or how about: Try to scratch off one funny letter from anyone in Vancouver (the Bayonne of the Great White North)!
—Ed.

Help! I can't get the MAD Fold-In in issue #270 to come out right! Every time I crease the page, little pieces of silver flake off! What am I doing wrong?

Jon Slobins
Damascus, MD

Do we look like doctors? Obviously your problem is not really with the Fold-In. So you see "little flakes of silver," do you? What do you see when you turn the other pages of MAD? Did you find a live chicken on page 37, hmmm? We beg you to seek professional help.
—Ed.

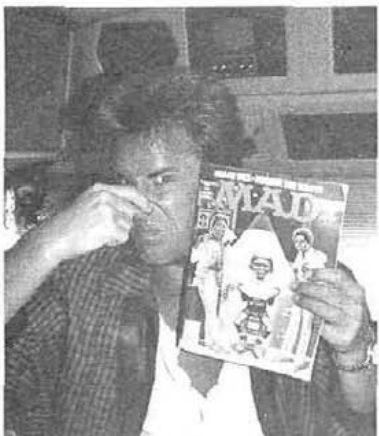
"CELEBRITY MADBALLS"

We have one more "Celebrity Madball" that you forgot to include in MAD #269.

Adam Cousins
Alex Bajoris
Ridgefield, CT



Bruised Springsteen



ART DEPRECIATION

Using my computer, I have solved one of the great mysteries in the history of art. I can now bravely assert that the model for da Vinci's "Mona Lisa" was none other than Alfred E. Neuman! When juxtaposed, their nose, mouth, chin, eyes and forehead match to an amazing degree! This is certain to set off tremors in the art world.

Tony Power
Grand Falls, Newfoundland



Mona E. Lisa?
You decide.

LET US PRAISE?

MAD is one of the greatest magazines around. Anyone referring to MAD as a vehicle for Satan is grossly misinformed. Now that I have complimented your magazine and mentioned Satan, I guess I will get my letter published.

Gerry Downs
Jeffersontown, KY

I hadn't read MAD in 13 years, but as a teenager in the early 70's Alfred E. Neuman was my idol and MAD was my bible (much to my parents' dismay)! I recently bought a copy and I was delighted to see that none of the sting has gone out of the biting wit and merciless satire that I remember so well. I have donated a copy of MAD to a time capsule being assembled here in Ontario.

Kathryn Kurschinski
Ontario, Canada

Kathryn, you had no taste then, either!
—Ed.



Please Address All Correspondence To:
MAD, Dept. 272, 485 MADison Avenue
New York, New York 10022

MAD welcomes reader submissions. Manuscripts will not be returned or acknowledged, however, unless they are accompanied by a self-addressed stamped envelope or a note congratulating Bill and Anne on their marriage!

With the 1900's winding down and a new century fast approaching, we historians at MAD figure now's the time to take stock of the last 1,000 years or so by giving our readers the opportunity to tell us what they think the highlights of human existence have been. So, why not sharpen your pen, pull the cap off your pencil and get ready to take MAD's...

BEST OF THE MILLENNIUM

(1000 A.D.-2000 A.D.)

READER'S POLL

WRITER: MIKE SNIDER

- | | | |
|--|---|---|
| 1. Best Century | 30. Best Prussian general | 60. Best reform of the Reformation |
| 2. Best political revolution | 31. Best Polish joke | 61. Best argument against Galileo's theory that the Earth revolves around the Sun |
| 3. Best recording of "Long, Tall Sally" | 32. Best "exit line" by a religious martyr | 62. Best voyage of Magellan |
| 4. Best solar eclipse | 33. Best dungeon | 63. Best episode of "The Love Boat" |
| 5. Best wife of Henry VIII | 34. Best NBA Playoff series | 64. Best incorrect explanation of "E=mc ² " |
| 6. Best book by Jackle Collins | 35. Best broken treaty | 65. Best-sounding excuse for the invasion of Grenada |
| 7. Best chicken joke | 36. Best way to lure the Spanish Armada into a trap | 66. Best sculpture (Italian Renaissance) |
| 8. Best geological erosion | 37. Best Bob Hope special | 67. Best painting (French Impressionist) |
| 9. Best man-made ecological disaster (will be held open for last-minute nominations) | 38. Best dictator | 68. Best graffiti (Brooklyn Restroom) |
| 10. Best battle of the Hundred Years War | 39. Best monarch | 69. Best medical breakthrough |
| 11. Best plague | 40. Best Navajo medicine-man | 70. Best Japanese auto |
| 12. Best male vocalist (Pop/Rock) | 41. Best pastry named after a European ruler | 71. Best Godzilla movie |
| 13. Best female vocalist (Pop/Rock) | 42. Best TV mini-series | 72. Best merchandising spin-off of "Garfield" |
| 14. Best neuter vocalist (Gregorian Chanting) | 43. Best appearance of Halley's Comet | 73. Best dentist (pre-Novocain) |
| 15. Best Lite Beer commercial | 44. Best appearance of Bill Haley and the Comets | 74. Best vintage of Chateau Mouton-Rothschild |
| 16. Best pillaged village | 45. Best appearance of Josephine the Plumber in a commercial for Comet cleanser | 75. Best flavor of Kool-Aid |
| 17. Best invention | 46. Best guillotine maker | 76. Best coronation |
| 18. Best worded question of the Spanish Inquisition | 47. Best serf | 77. Best date |
| 19. Best historical trend | 48. Best Pointer sister | 78. Best silly non-sequitur in a 'Best of the Millennium' poll |
| 20. Best moat | 49. Best Serbo-Croatian fashion designer | |
| 21. Best funny caption for Rodin's "The Thinker" | 50. Best weight-loss diet (voluntary) | |
| 22. Best Pope | 51. Best mobile home park | |
| 23. Best Crusade | 52. Best disease brought by Europeans to the New World | |
| 24. Best hoagie | 53. Best dancer (Broadway) | |
| 25. Best gothic cathedral | 54. Best dancer (African fertility rite) | |
| 26. Best suburban shopping mall | 55. Best Aztec virgin-sacrifice altar | |
| 27. Best English translation (Greek drama) | 56. Best smurf | |
| 28. Best English translation (German opera) | 57. Best rumor about Richard the Lion-Hearted | |
| 29. Best English translation (American Pop/Rock lyrics) | 58. Best recipe for bread-and-gruel | |
| | 59. Best production of "Cats" | |

Please answer all questions on a separate piece of paper. Incomplete answer sheets will not be included in the results, which will appear in an upcoming issue of MAD.

SEND ANSWER SHEETS TO:

MAD

DEAD LETTER OFFICE
485 MADISON AVE.
NEW YORK, NY 10022



ALIEN LIFE FARCE DEPT.

Ah, just what the TV world was waiting for! A new sitcom about a dull family with wise-cracking kids! What will they think of next? In this new series, some viewers like what they thought of next! Frankly, we find this dog of a show simply...

I'm Silly Shammer, the head of this household—that is, if *no one minds!* I'm sort of a *wimp*, but someday I hope to be *real macho*, like my idol, Pee Wee Herman!

I'm *Mate*, Silly's wife! I married Silly because he's a very *undemanding* husband! We haven't made love in *years!* But maybe someday his *headache* will go away! God, I *hope not!*

I'm *Lame*, their 16-year-old *daughter!* My parents are too *drippy* for words! But I *cover* for them! I tell all my friends that I'm *adopted!*

I'm *Brian*, the six-year-old! Guess what? My prayers have been *answered!* I asked for a *dog* and God threw one *through the garage roof!* Pretty weird, huh? But the *neat* part is, I don't even have to *walk him!*



ARFul

ARTIST: MORT DRUCKER
WRITER: DICK DEBARTOLO

Hey! Up here! It's me, Arf! You want to know what's **really weird**? I just came **crashing** through this **garage roof** at the speed of light and not **one** of their neighbors came out to see what all the **noise** and **excitement** was about! You'd think this was **downtown Beirut** or something! Actually, they should **thank me**! I just installed a **space-age skylight** in their garage roof for **free**! Ha! **No problem!**



I say we report the **alien** to the **Government**!

Let's give him a **little** more time!

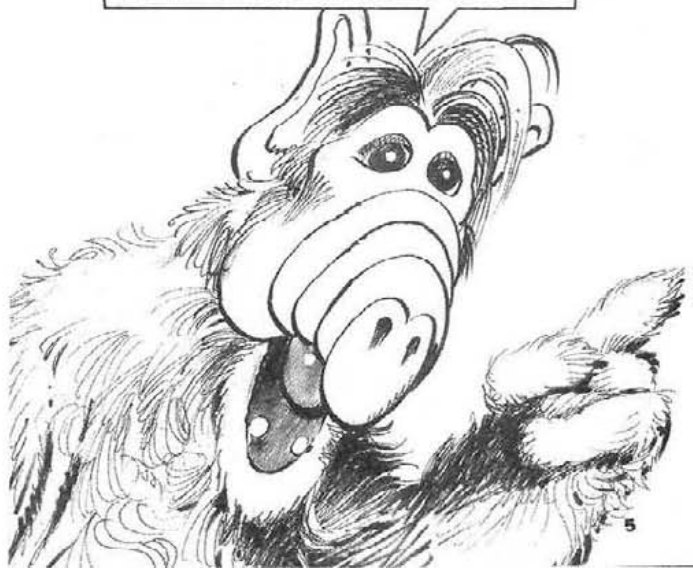
Exactly **how** much time?

Thirteen weeks! If he works out, we'll keep him for the **whole season**!

Hey, these American sitcom families are all **heart**!



Hey, folks, **simmer down**! Let me **explain** why you **shouldn't** get rid of me! If you were a **black family** with wise-cracking **black kids**, they'd say you were **ripping off** the "**Cosby Show**." If you were a **white family** with wise-cracking **white kids**, they'd say you were **ripping off** "**Family Ties**." **White family, black kid, "Webster"!** But a **white family** with an **ORANGE kid**—**Bingo!** It's **never** been done before!



MORT
DRUCKER

Why did you pick this place to land?

Well, I first landed in Philadelphia and was bored out of my skull! Then I landed in New York and two muggers almost cracked open my skull! This place seemed safe 'cause my ship's sensors indicated that California has the highest concentration of hairy freaks on the whole planet! I'll blend right in!

What on earth do you eat?

Sodium caseinate, dipotassium phosphate, diglycerides! You know, the usual!

Where can we find stuff like that?

No problem! Any non-dairy creamer will do! That's what they're made from!

Mom, Arf has a fever! It's 99 degrees!

That's not very sick, dear. Normal temperature is 98.6 degrees!

It so happens, Dr. Killjoy, my normal temperature is 32!

Gee, I wonder what 200 veterinarians trapped on a desert island would recommend?

For 200 veterinarians trapped on a desert island, I'd recommend a new travel agent!

There's the bell, I think...

Richard Dryface! How'd you get here so fast? We only thought about sending for an expert on aliens one panel ago!

I've developed this sixth sense! I know just where to go for a GROSS encounter of the WORST KIND!

DA DE DUM DE DUM!

I can help, but I'll need plenty of natural elements! Bring me dirt—and water—we must mix them together!

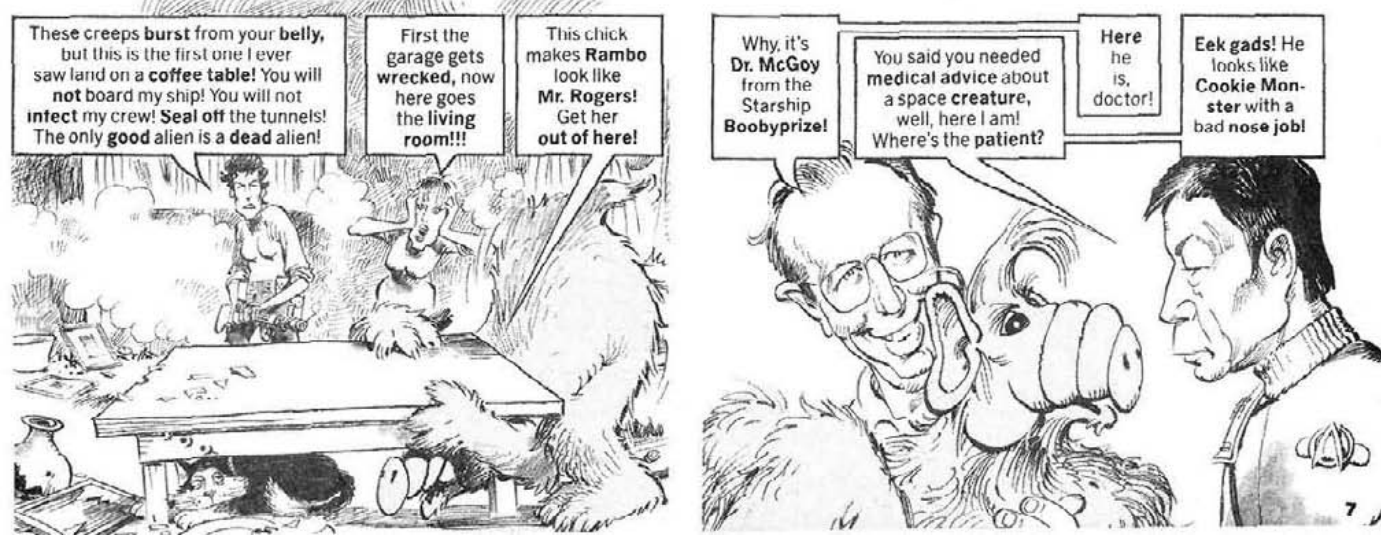
But that will make mud!

So, I see you're versed in the secrets of intergalactic communication too, Mrs. Tammer!

Intergalactic communication? She doesn't even know how to dial the code for Sprint!

More water! More mud! This mountain should attract a space vehicle!

In your case, buddy, I hope it attracts a good psychiatrist, 'cause you need one!



Can you fix him up, please? Please!

Dammit kid, I'm a doctor, not a veterinarian! On my last mission I had to take care of whales! Now they give me a stuffed animal with a thermos bottle for a nose! Spotty, beam me up!

Wait! If you can't help Arf, can you at least fix his spaceship so he can return to his beloved planet of Meltormé?

That's an engineering question! Spotty, what do you think?

Oh, forget it, doctor! The micro-phasers and thrust blasters haven't been overhauled in a fortnight! These engines will blow at warp speed. This ship is a goner! And, I'm afraid, so is Arf!

Look! It's E.T.! We're glad you're here! Can you give Arf a hand?

Not a hand, but E.T. can give Arf the finger!

Just watch the finger, Frog Face! During my last physical exam, a proctologist gave me a finger that almost landed me here light years before my ship!

Strange. E.T. finger not seem to work miracle! May E.T. phone home?

For clarity when phoning home, especially Long Distance, use A.T.&T.!

Speaking of clarity, what the hell is **Cliff Robinson** doing in my show? Hey, Cliff! Beat it!

Dad... is that you, Dad...?

Jumpin' Jabba! I would take this dog back to the pound and get yourself a pedigree! This mutt mutation is ugly!

He's an alien and he needs your expert help and advice, Chewbacca!

Advice! I'll give him advice! Insist on at least 35% of any game or lunch box royalties and 40% on any TV cartoons or feature film spinoffs! In cash!



Oh good, we finally get a real doctor! Dr. Ruse is here!

Dr. Ruse, this alien is sick! We're turning to you as a last resort!

What SEX is the alien?

I don't know! And watch your mouth! No one has said s-e-x in this house in years!

Or even knows what it means!



We will have to shave this thing!

WOW! KINKY!

Wait a minute! This creature must come from an advanced civilization! It doesn't need to be shaved! Look, it has a full body zipper! Now that is real KINKY!

Why it's Simon McKay! The Wizard! Why in the world did you dress up in a fake fur and pretend to be an outerspace alien?!!

Because as the Wizard, I was able to conjure up everything except decent ratings! And since renewal of my show would be a real miracle, I thought I better start moonlighting on a show that had a better chance of survival! You know how show biz is, if your show gets cancelled, you're treated like an alien. At least this alien has been getting some decent Nielsen ratings!



So, Simon... Your place or mine?

Notice that even without anyone inside of me, I still have more personality than anyone else in this entire family!

SERGIO ARAGONES DEPT.

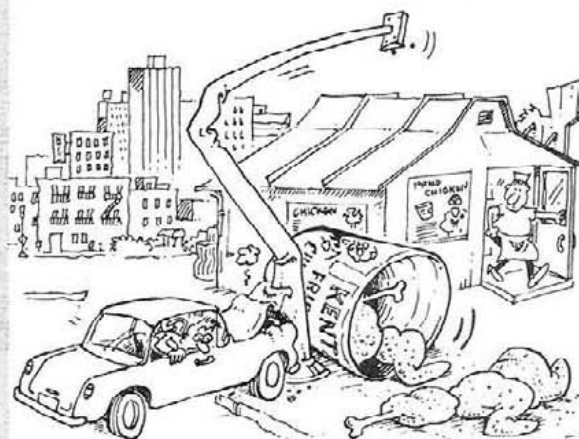
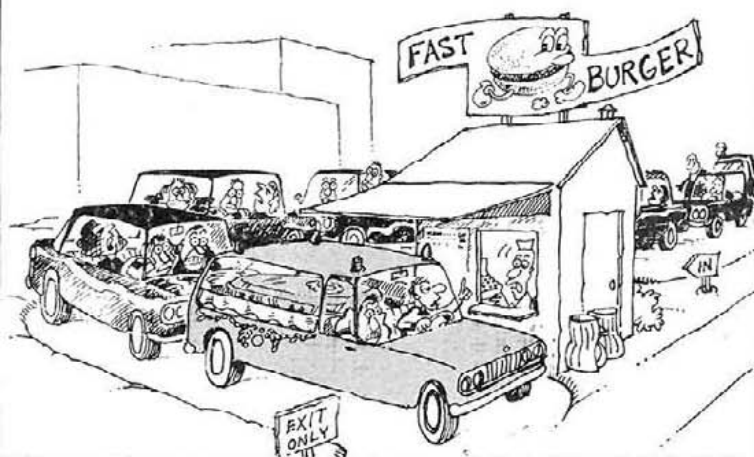
A MAD LOOK AT FAST FOOD



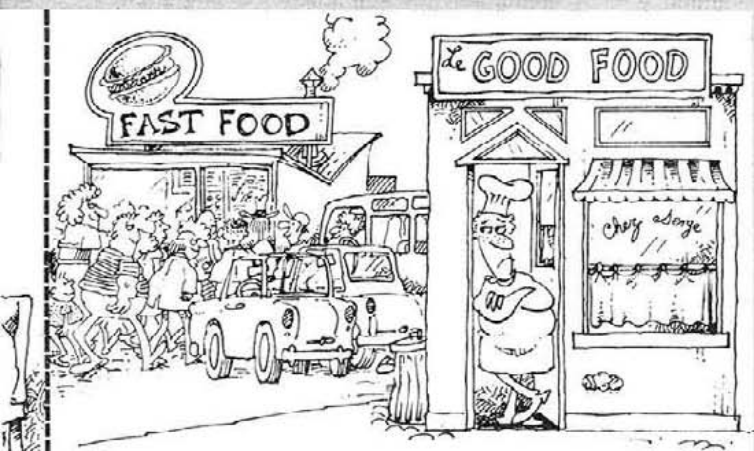
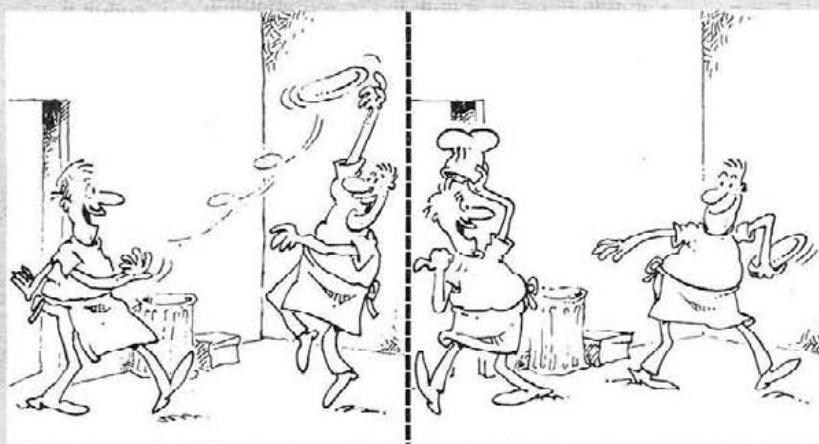
ARTIST AND WRITER:



000



SERGIO ARAGONES



A SERVING OF SPARE FIBS DEPT.

We all do idiotic, embarrassing things. Then we try to blab our way out with excuses that are even more idiotic. Why? Because when you wait till the last minute, you concoct lousy

MAD'S ALIBIS FOR

TO POLICE

ARTIST: JACK DAVIS

WRITER: TOM KOCH



TO COACHES



TO EMPLOYERS



lies! So we say, "Be prepared!" Memorize some good alibis! But don't be caught reading this article—because we won't be able to help you! *That* kind of goof-up is not covered in...

R ALL OCCASIONS

TO PARENTS



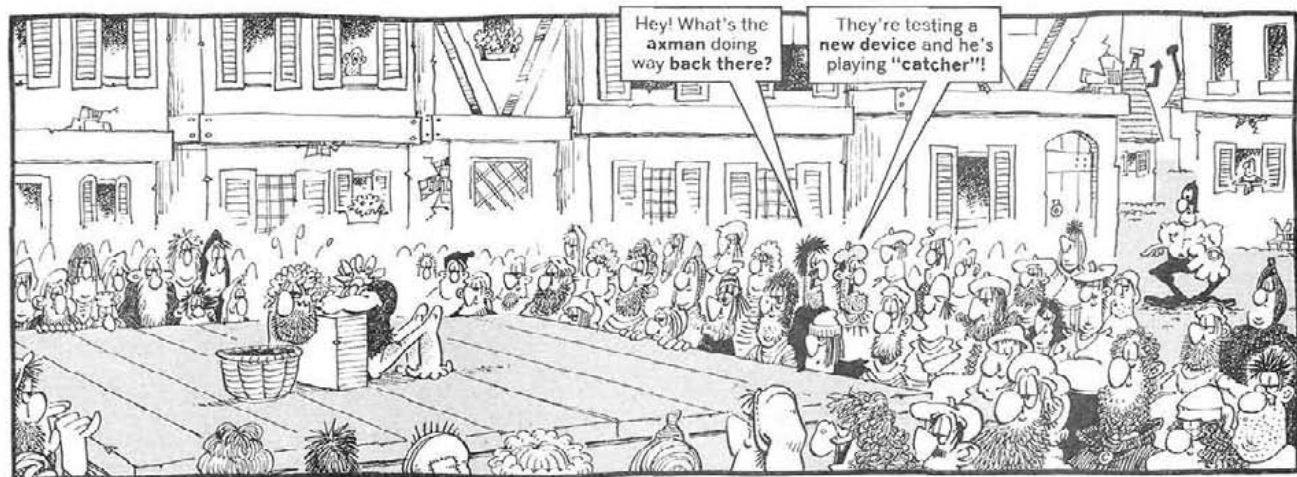
TO SWEETHEARTS



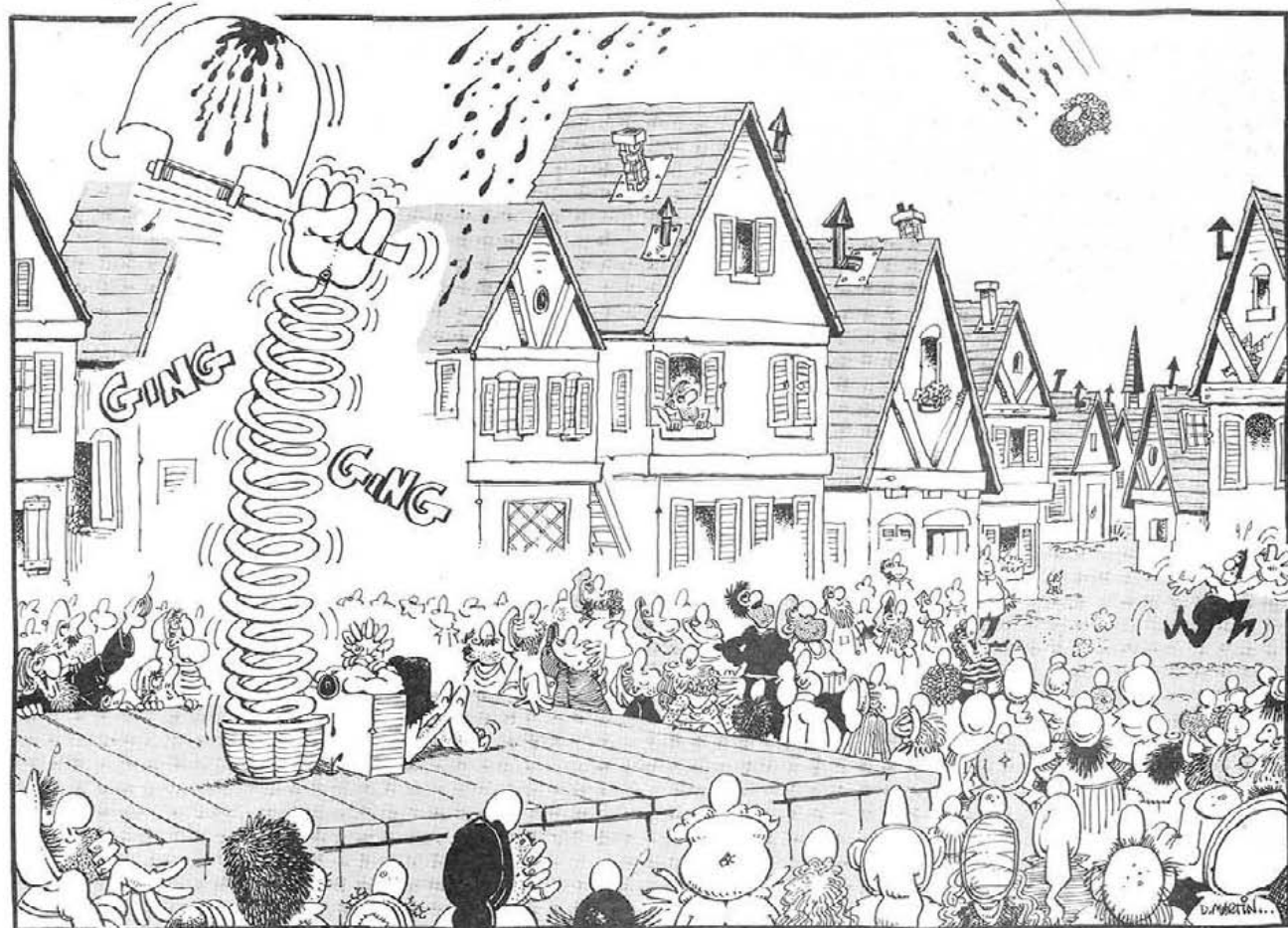
TO TEACHERS



ONE FINE DAY IN NORTH CALAMARI



SPROINGACHONK



Did you really think that video store owners get to be the way they are all by themselves? Naw... They need help! And help comes their way via a trade magazine like...

THE FLIM FLAM FILM MAN

The Magazine for Videocassette Rental Store Owners

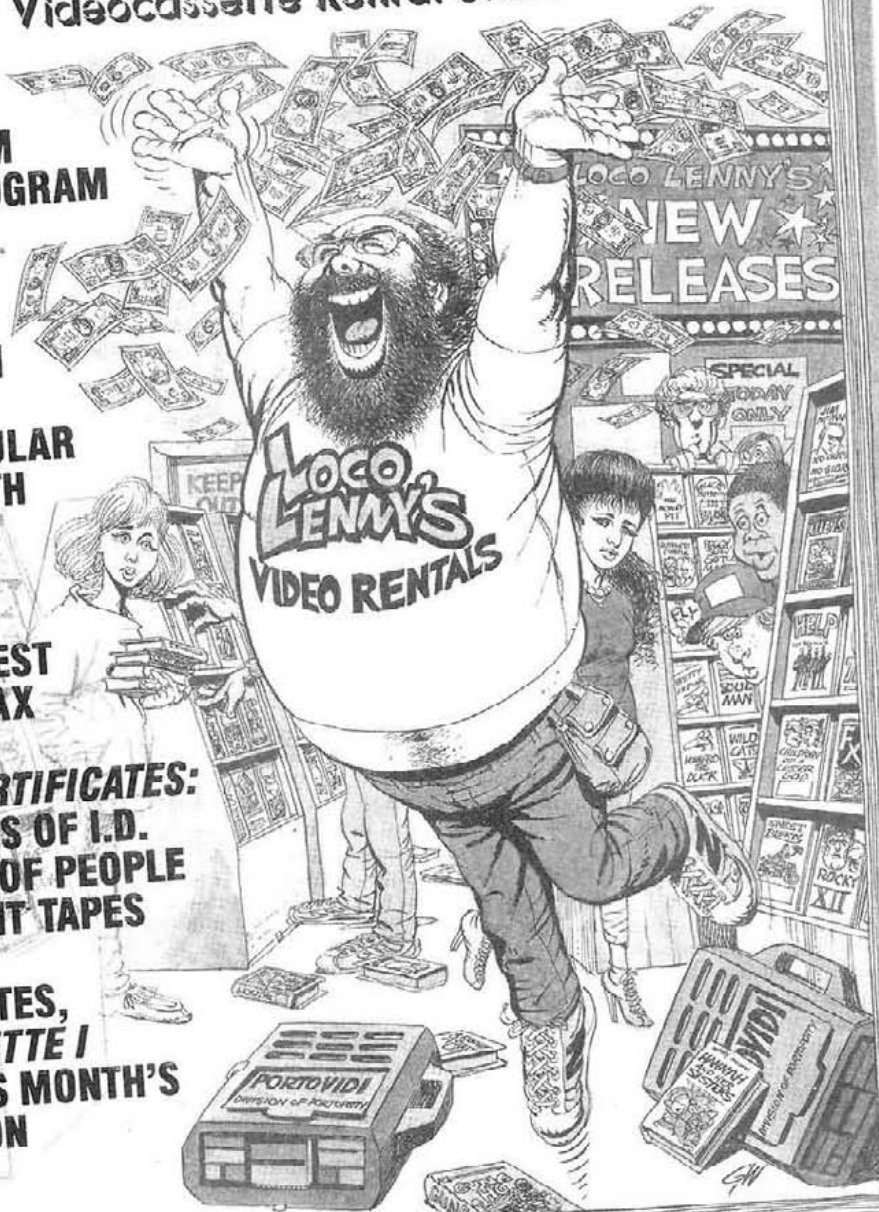
**COMPUTER ERRORS!
HOW TO UTILIZE THEM
IN YOUR BILLING PROGRAM
FOR EXTRA PROFITS**

**TITLES YOU SHOULD
BE OUT OF STOCK ON
OR
THE TEN MOST POPULAR
FILMS OF THE MONTH**

**50 SNIDE REMARKS
YOU CAN MAKE TO
PEOPLE WHO REQUEST
MOVIES ON BETAMAX**

**BEYOND BIRTH CERTIFICATES:
10 OBSCURE PIECES OF I.D.
YOU CAN DEMAND OF PEOPLE
WHO WANT TO RENT TAPES**

**A CUSTOMER WRITES,
"I GOT THE CASSETTE I
RESERVED"—THIS MONTH'S
FICTION SELECTION**





THE FLIM FLAM FILM MAN

The Magazine
for Videocassette
Rental Store Owners

V.C. ARR Publisher

V.H. ESS Editor

BETTY MAX Asst. Editor

T.D. KAY Tape Editor

MAX ELL Asst. Tape Editor

RE WIND Back Issues

VIDEO RENTAL CONTRACT OF THE MONTH



Each month the *Flim Flam Film Man* prints a contract that we think best demonstrates what a video rental agreement is supposed to do: confuse and mislead customers without promising anything on the part of the store! This month's contract was sent in to us by Fred Vague of Vague Video in Omaha, Nebraska.

Video Rental Agreement

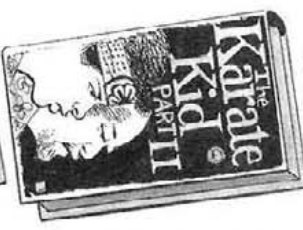
It is agreed that this store is not responsible for any damage our cassettes may do to your VCR. However, the customer is responsible for any damage, real or imagined, as determined by us, that has been done to any cassette you rent, or handle in the store, or look at, or even think about when away from the premises.

We have the right to cancel this contract whenever and for whatever reason we so determine without refunding any part of the video club membership fee. In addition, the customer agrees not to read this contract before signing it or else incur a 50% penalty.

Signature

Date

THE LATEST HIT MOVIE CASSETTE TITLES—\$10 EACH!!



How can we bring you these top-grossing box office giants for only \$10 a shot? Simple—we sell you the cardboard sleeves, not the videocassettes! You can put any tape you want into the sleeve—like “The Joys of Calculus” into the sleeve for “Top Gun.” Your customers won’t know until they get home! Then, if they return to complain, you can accuse them of switching tapes themselves, tell them it’s a criminal offense and threaten to call in the F.B.I. unless they pay up! Either way, you win!!

ORDER TODAY

Send a list of the movies you want empty boxes for along with \$10 for each to:

Void Video, Inc.
P.O. Box 3000
Empty, Wisconsin

VIDEOCASSETTE REVIEWS

(TURN MOVIE AWFULS INTO CASH DRAWERFULS!)

By Video Vic



Hey, video store owner guys! As you all know, movies that looked like rigor mortis in theatres just a few months ago can be real hot rentals for you IF you know what to say to your customers about them. So, put these new cassette releases on your shelf, start repeating some of the lines we've provided for you, and the idiots'll gobble them up!

Vic's Review

SHANGHAI SURPRISE

Putting Madonna and Sean Penn in the same film is like multiplying zeroes. The only notable thing about this stifferoo is that Madonna finally wears her undies beneath her clothes! This film should go a long way in establishing Penn as next year's top trivia question.

THE MONEY PIT

This flick stinks so much it should have been called "The Arm Pit." What Shelly Long lacks in charm, so does Tom Hanks. If you want to sleep, watch this dog.

POLICE ACADEMY 3

This may be the last in the series of "Police Academy" films. After watching it, I don't think that the childish producers can count any higher. A real bow-wow.

HOWARD THE DUCK

"Howard the Yuck" is an example of an idea whose time will never come. George Lucas made this film, but he won't have to worry about his reputation. After all, how much bad word of mouth can 500 people generate?

SHORT CIRCUIT

Fun-seeking teenagers play with a robot who seems to have more facial expressions than they do. This bomberoo stars Ally Sheedy, whose name sounds more like an Arabian curse than an American actress.

UNDER THE CHERRY MOON

"Under the Cherry Bomb" is more like it. Prince starred in and directed this film. It is an homage to something larger than life—his ego.

JO JO DANCER YOUR LIFE IS CALLING

This turkey could have been titled "Richard Pryor, Your Career Is Dying." Pryor directed and starred in this picture that showcases his many talents. Unfortunately, it also showcases the limits of those talents—one of which is his inability to direct a film that makes sense.

What To Tell Your Customers

Unquestionably, one of the best films made in the last 10 years. If you don't take it, I'll watch it tonight—again!

Steven Spielberg was the Executive Producer. Need I say more? It's the best!

I couldn't stop laughing. My sides ached. The guys who made this film succeed where Woody Allen fails!

Incredible, terrific space fantasy from the George Lucas Studio. He made Star Wars, so how can you miss? Rent it!

Why this film didn't sweep the Academy Awards is beyond me...it's stupendous! Ally Sheedy is charming!

Robert DeNiro couldn't wash this guy's socks! What an actor! What a film! Rent it!

This picture is so good I was going to charge \$2.00 more for the rental, but since you appreciate good films I'll give it to you for the regular price!

BEGINNER'S CORNER

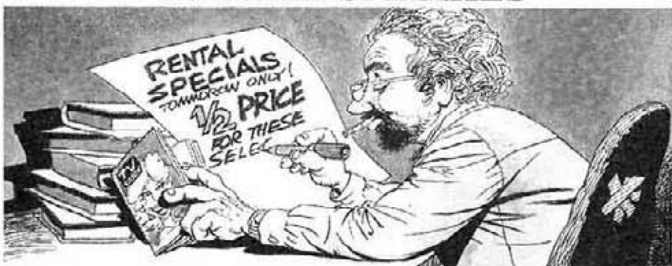
This feature is presented in each issue of the *Flim Flam Film Man* to help new video store owners make bigger profits without having to provide better service. Use these handy tips and cash in big!

STORE HOURS



Never open your video store before 10 AM. If you open up any earlier than that, people who rented movies from you the night before will be able to easily drop them off on their way to work. This way, if your customers have to work late, or are too tired when they get home, or just plain forget they have to return the videotape, you'll be able to charge them late fees! It doesn't take much to see how a \$2 rental can become \$4 or \$6 in no time!

RENTAL SPECIALS



Every week, check your local TV Guide to see if any movies you have in stock are being shown on TV. Then, a couple of days before they're broadcast, make those movies "rental specials" and rent them for half price. Your customers won't be able to resist a deal like that and you'll be squeezing a few last dollars out of the cassette, since no one rents a tape that's been on TV!

UPCOMING VIDEO RELEASES



When you want to take a break from the pressures of running your store, nothing could be more relaxing and fun than playing "make believe" with your bulletin board. Just think of a movie that is currently a big hit and put the title on the board. Of course, since that movie hasn't been released on video yet, you don't have it in stock, but your customers don't know that! You then put their names on a waiting list, roll the list into a ball and toss it in the trash!

FILING TITLES



Misfiling videocassettes is not an accident, it's an art. If you file correctly, your customer will go right to the title, take it and be gone. Don't let him off so easy! If you misfile, he'll browse through all your cassettes looking for his selection. After investing all that time, he won't want to come up empty-handed and will wind up renting any piece of trash you have on your shelf! The better you file your cassettes, the sooner you file for bankruptcy!

MEMBERSHIP CARDS

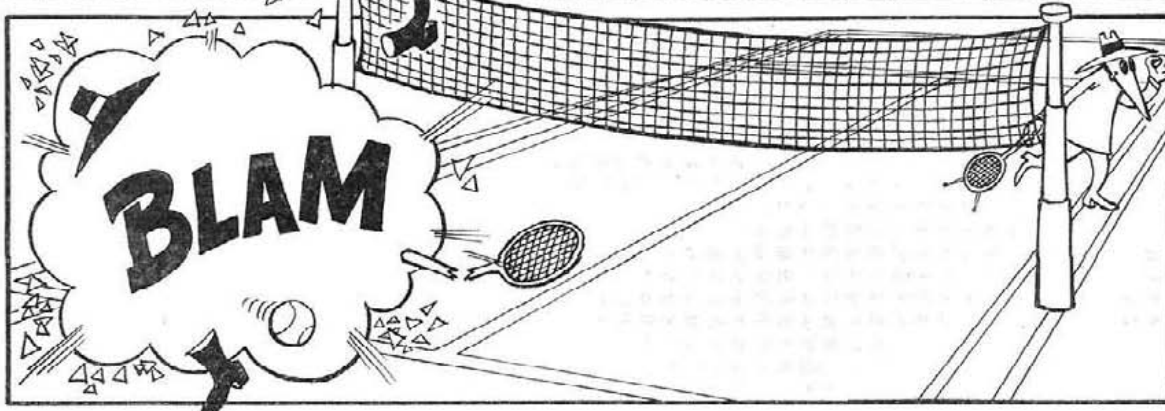
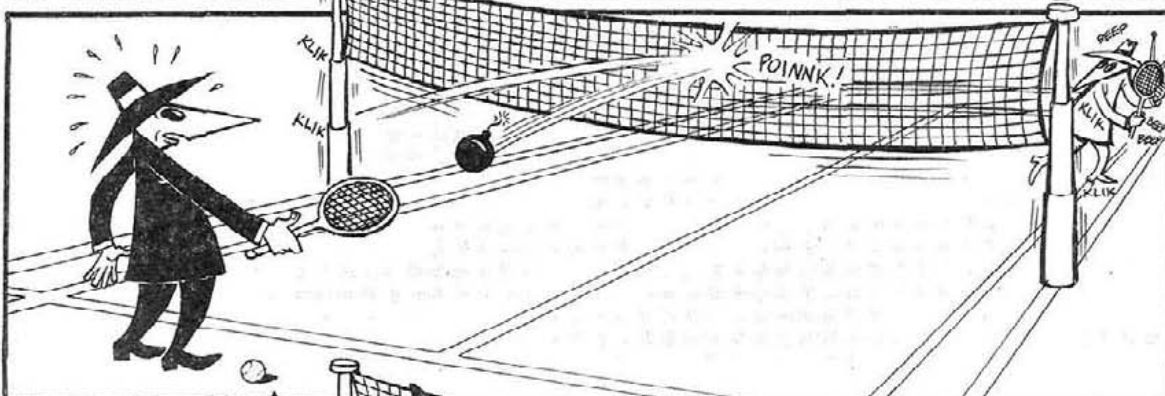
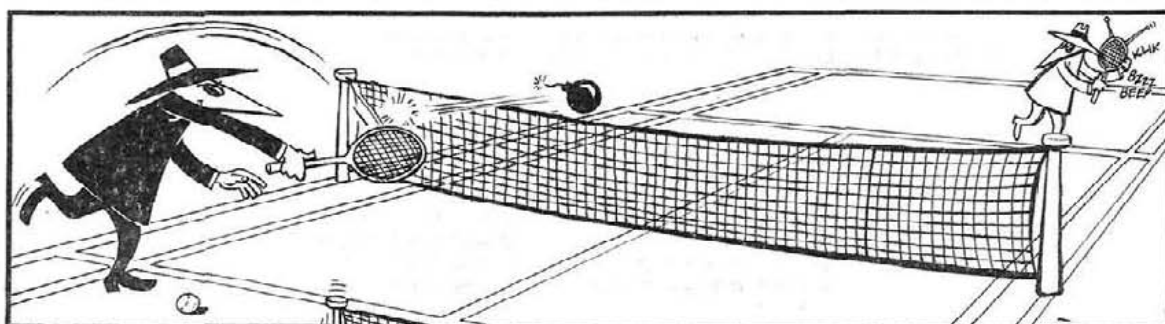
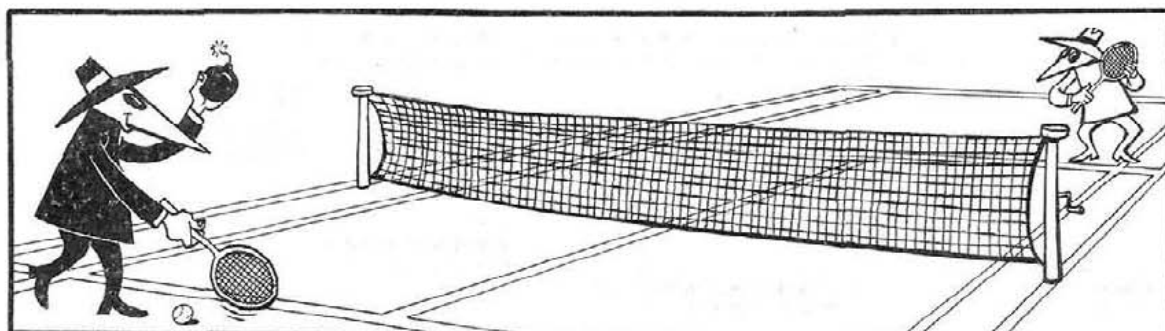
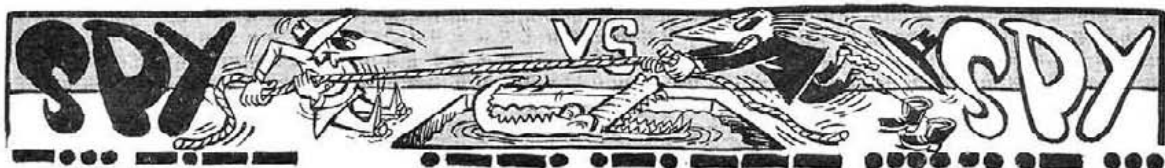


Print your tape rental club membership cards on the flimsiest cardboard you can locate. They'll disintegrate much faster that way and then you'll have a chance to charge your customers high "lost card replacement" fees. Better yet, you can claim they never joined the club at all and force them to join again!

PHONE RESERVATIONS



If a customer calls and wants a popular film that's currently being rented by someone else, tell them you'll put their name on your reservation list and hold it for them when it's returned. Then forget about it! If they come in, just tell them the film hasn't been returned yet and they'll rent something else. If the customer *doesn't* show up, tell them you were holding the film for them and now you're going to have to charge them for it just the same!



THE SHADOW STILL DOESN'T KNOW DEPT.

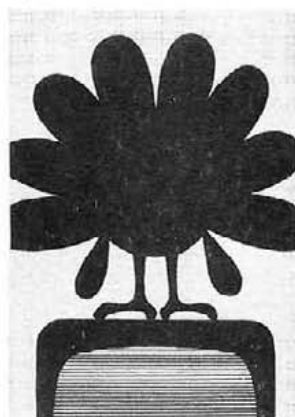
Once upon a time in a magazine far, far away (actually it was MAD #257!), there was a thought provoking article (in fact, it was just plain silly!) that was the talk of everyone everywhere (our staff discussed it!). Due to overwhelming demand (one irate letter!) it was decided to do a sequel (we're desperate for new ideas!) and so, after much ado, here's...

MORE CELEB

ARTIST: BOB CLARKE



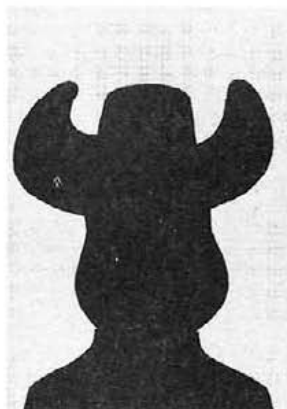
Which is SGT. SLAUGHTER...and which is SMOKEY THE BEAR?



Which is CHER...and which is THE NBC PEACOCK?



Which is JOHN McENROE...and which is LUCY VAN PELT?



Which is LARRY HAGMAN...and which is BULLWINKLE?



Which is PAT SAJAK and VANNA WHITE...and which is BARNEY and BETTY RUBBLE?

RITY SILHOUETTES

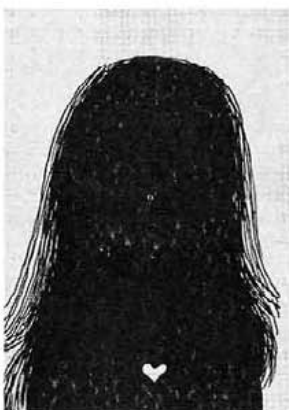
WRITER: RURIK TYLER



Which is SADE...and which is OLIVE OYL?



Which is WHOOPI GOLDBERG...and which is RAGGEDY ANN?



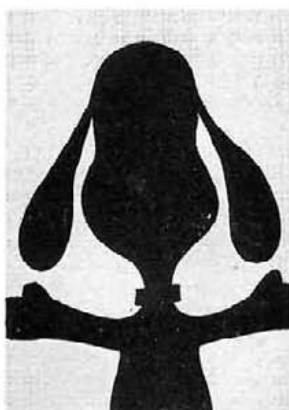
Which is GLORIA STEINEM...and which is CATHY?



Which is DAVID BRENNER...and which is OPUS?



Which is ORVILLE REDENBACHER...and which is THE JOKER?



Which is THE COSBY SHOW'S "RUDY"...and which is SNOOPY?

Try as you may, when it comes to great spies of the past, it's an impossible mission to...

FORGET SMART



ARTIST: ANGELO TORRES



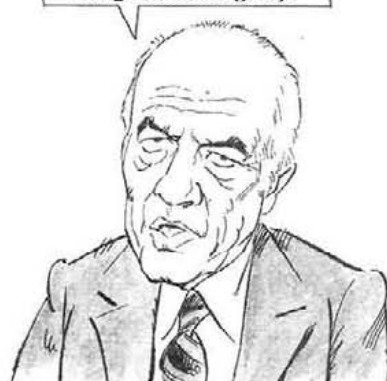
I'm Muxwall Smart, Agent 98.6, but don't let my number fool you—I'm definitely not normal! I used to be agent 86, but with the way inflation has been these last few years... Well anyway, 98.6 is still just a pseudonym for my real number which is so secret it's unlisted!



I'm Agent 36-B! Mux thinks of me as his right-hand man! Now if I can only get him to think of me as his right-hand woman, we could all have a little more fun!



I'm the Chief here at the fake government agency we call KONTROL! Here we waste incredible amounts of time and money, so on that score, we're just like a real government agency!



Mux, any minute now CHAOS is going to interrupt local TV programming to broadcast a message to us!

Gee, how do you know that, Chief?

It's listed right here in TV Guide— 11 AM: CHAOS interrupts local broadcasting to deliver message to KONTROL!



Attention KONTROL! CHAOS has developed the largest laser-powered ink eradicator in the world! We demand six billion dollars by 11 PM or we will aim it at IRS headquarters and erase America's tax records!

The old laser-powered ink eradicator to erase America's tax records trick! I'd like to see them try, Chief! In fact, I'd like to see them succeed! I think I'm about to be audited for my last tax return!



Find them, Mux! We can't let America's tax records be destroyed!

How about just mine?

Mux!!

Okay, mine and yours, Chief!



WRITER: DICK DEBARTOLO

Mux, I think that "OFF" did mean "OFF!"

What kind of diabolical mind would think of such a thing?

What did you do to get the cops here so fast?

When I turned it on I must have aimed the magnet at police headquarters! Cops wear so much metal, I pulled them in by their guns, badges and dental work!



Mux, your blundering has saved the day!

Chief! What are you doing here?

I just got a call from Pres. Johnson. He's so tied up with Vietnam that he needs someone to look after some other countries for him. He's promoting you to CIA Co-Director!

Great, Chief! Just give me 20 years and by 1987 you'll be proud of what I've done! What countries will I be in charge of spy operations for?

Iran, Nicaragua and Libya!



BUSH

(with apologies to Joyce Kilmer)

*I think that I shall never see
A candidate who is a tree;
However, I would bet my tush
I'm seeing one who is a Bush;*

*A Bush so nondescript and small
We're seldom sure he's there at all;
For whom we have but little need
And, left alone, would turn to seed;*

*A Bush we overlook and snub,
Who may grow up to be a shrub;
Whose branches waver to and fro,
Whichever way the wind may blow;*

*A Bush, who serving as VP,
Excels as a non-entity,
Reminding voters more and more
Of Fritz, who bombed in '84;*

*And if, by chance, he muddles through
And gets endorsed by you-know-who,
Regardless of that White House push,
Not even Ron can save a Bush.*



Gerry Gersten



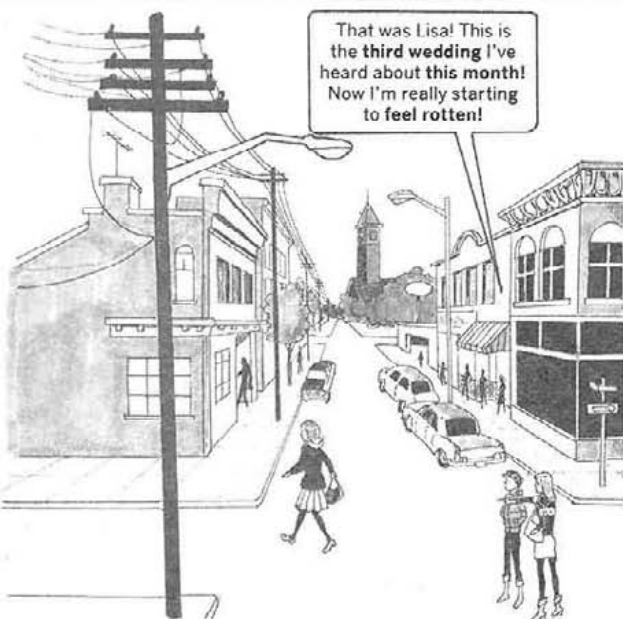
FASHION



BERG'S-EYE VIEW DEPT.

THE LIGHTE

MARRIAGE



WINNING

I want you to go out there and **chop them up** into little pieces! I want to see their guts strewn all over the field! Tear their heads off so they'll never forget that today they faced a **death machine**!

But first, let's bow our heads and ask the good Lord for his blessing!



R SIDE OF...

ARTIST & WRITER:
DAVE BERG

LOGIC

I'm getting worried about my father...

What's wrong?



Last night I had a long talk with him...



...and everything he said made sense!



CHINESE RESTAURANT
HO'S HUNAN

CONVERSATION



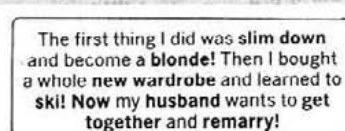
PARENTS



CARS



FINANCE



PARTIES



BABY SITTERS



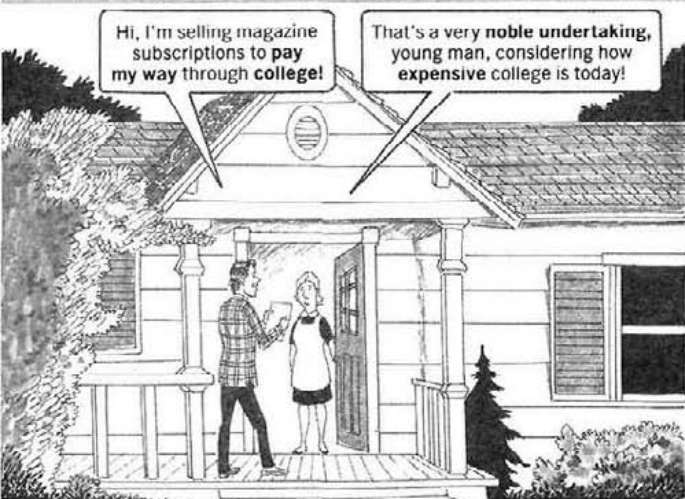
SEGREGATION



PHYSICAL FITNESS



HIGHER EDUCATION



DOCTORS

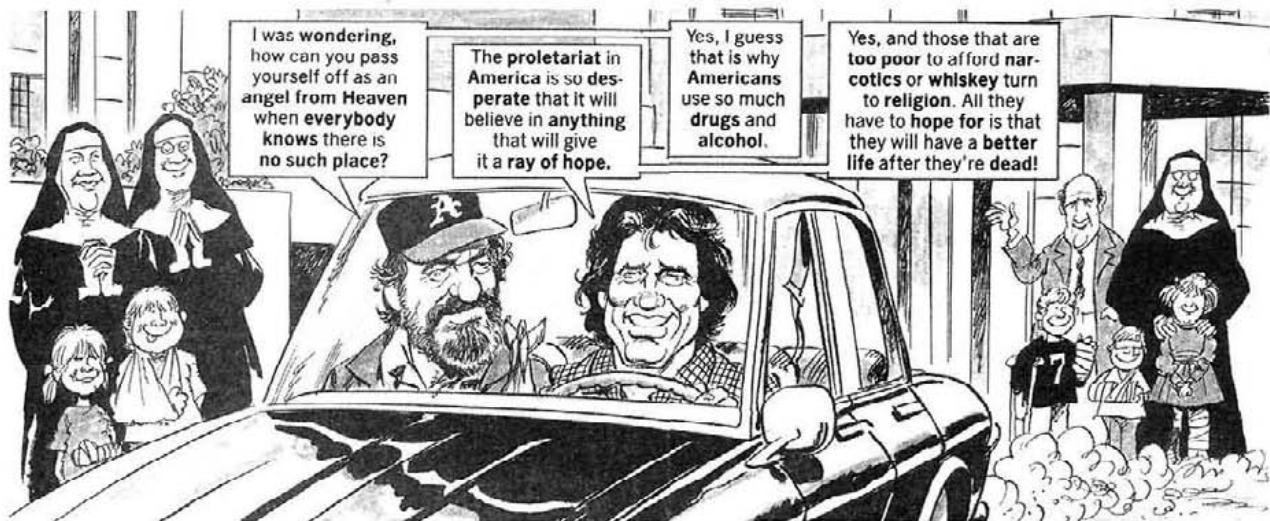


THE SAME OLD BOLSHEVIK DEPT.

When TV shows are successful in the United States, they're usually dubbed into other languages and shown in countries around the world. Sometimes, however, the foreign translation of the show doesn't exactly follow the original script! For instance, take a look at this typical scene from an innocent TV show like "Highway to Heaven":



Pretty harmless, right? But watch what happens when the Soviet Government takes this same scene and "translates" it into Russian for television viewers in the U.S.S.R.:



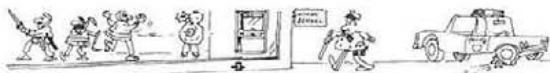
That's right! By changing the dialogue, the show can be turned into a piece of propaganda advancing a particular government's point of view! Here's what we think it will be like...

WHEN AMERICAN TV PROGRAMS ARE SHOWN IN RUSSIA

ARTIST: ANGELO TORRES

WRITER: LOU SILVERSTONE

MIAMI VICE



You are under arrest for the illegal possession of drugs!

Do you have a search warrant?

These guns are all the search warrant an American police officer needs!

You will spend the rest of your life in jail unless we do this the corrupt, capitalistic American way and you cut us in for a share of your filthy profits. Then, it's business as usual!

Right! You don't think we live like Yuppies on our meager police salaries, do you?



STAR TREK

What is our destination, Captain?

We're supposed to be on a peaceful exploratory mission, but we have secret orders from the bloodthirsty CIA to place nuclear satellites in space, giving us the capability of killing millions of innocent people on Earth unless they do as the United States commands them to!

Today, outer, space—tomorrow, the universe!



WIDE WORLD OF SPORTS

Today we're witnessing a typical American sporting event. Two black men being forced to pummel one another for the amusement of hedonistic white capitalists.

This depraved event is being held in the decadent city of Las Vegas, where poor, desperate people gamble away their last few dollars, hoping they will win enough coins to feed their families.

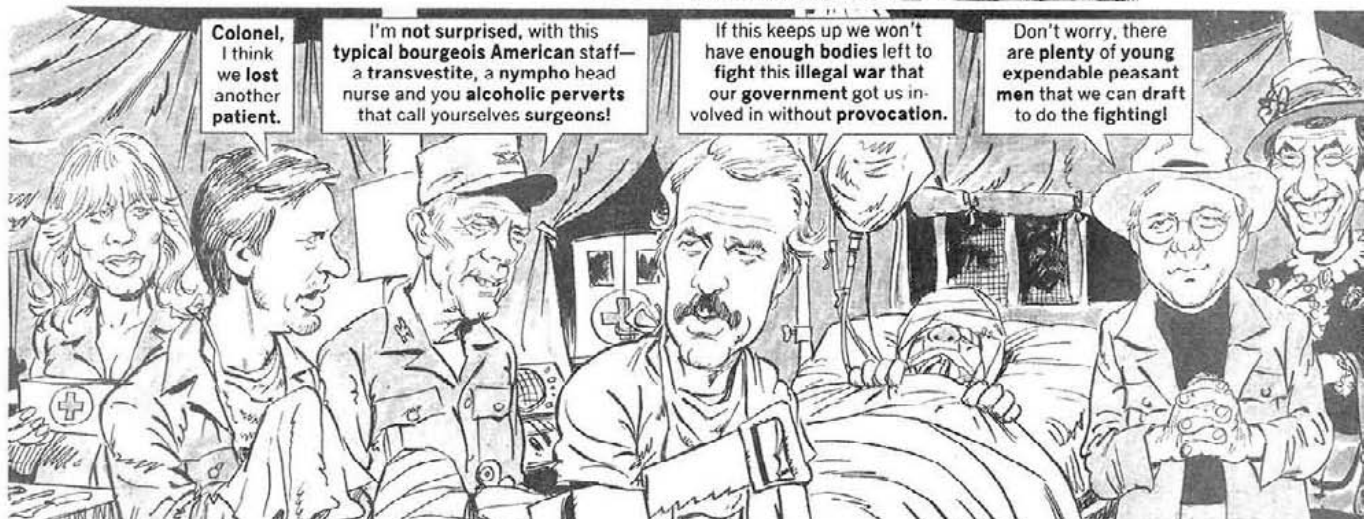
This all takes place in casinos owned and controlled by gangsters and wealthy, blood-sucking industrialists!



THE A-TEAM



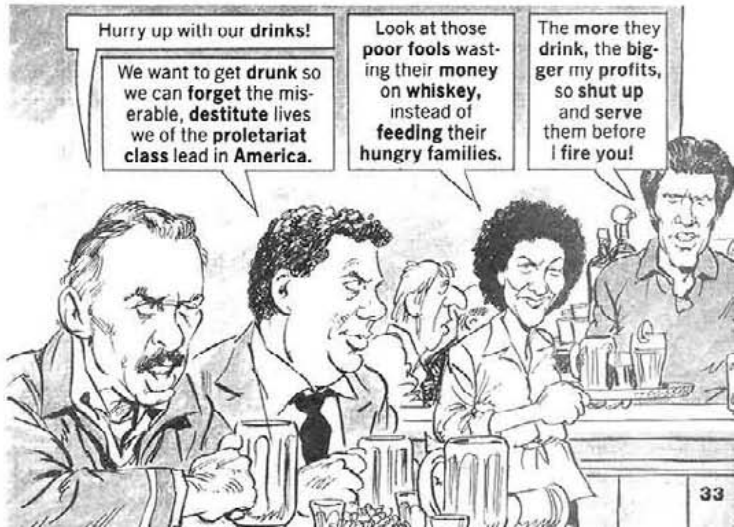
M*A*S*H



PEANUTS



CHEERS



ALFRED E.
NUMERATES DEPT.

A MAD GUIDE TO SHOW

FOR AN ACTRESS

1 Year on a TV Sitcom means...



...you can be a celebrity contestant on any game show that you want.

2 Years on a TV Sitcom mean...



...you can talk about "growing as an actress" without having people snicker at you.

3 Years on a TV Sitcom mean...



...you can go on tour with a nightclub act even if you look like Kermit the Frog.

4 Years on a TV Sitcom mean...



...you've been "typecast," "over-exposed," and therefore, are unemployable.

FOR A FILM DIRECTOR

1 Hit Movie means...



...studio executives actually return your calls.

2 Hit Movies mean...



...studio executives actually call you first.

3 Hit Movies mean...



...critics find "symbolism" in your films that you never put there in the first place.

4 Hit Movies mean...



...Hollywood parents teach their kids to pray to you at night.

FOR A NOVELIST

1 Bestseller means...



...people will stop asking what you "really" do for a living after you tell them that you're a writer.

2 Bestsellers mean...



...as many as three out of every 1,000 people may actually recognize your name.

3 Bestsellers mean...



...Hollywood will pay you big bucks for the rights to make films that bear no resemblance to your novels.

4 Bestsellers mean...



...an American Express television commercial.

BIZ SUCCESS

ARTIST: PAUL COKER

WRITER: MIKE SNIDER

FOR AN OPERA SINGER

1 Year at the Met means...



...a two-line mention on page 79 of the New York Times.

2 Years at the Met mean...



...a poster out front with your picture on it.

3 Years at the Met mean...



...an appearance on *The Tonight Show* as a token cultural guest.

4 Years at the Met mean...



...a recording session with Julio Iglesias.

FOR A STAND-UP COMIC

1 Guest Shot on *The Tonight Show* means...



...\$457.98 plus a discount on an NBC tour.

2 Guest Shots on *The Tonight Show* mean...



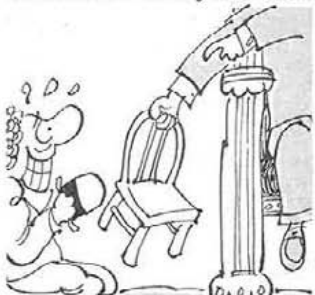
...you're booked to play 537 dumpy nightclubs—all named "Vito's."

3 Guest Shots on *The Tonight Show* mean...



...a network sitcom, two pay television specials and millions of people mimicking a "catch phrase" from your act.

4 Guest Shots on *The Tonight Show* mean...



...Johnny finally invites you over to sit down with him.

FOR AN ACTOR

1 Action/Adventure Film means...



...you're recognized by macho jerks who want to see if you are as "tough" as the character you play in the movies.

2 Action/Adventure Films mean...



...you get hit with 3,897 paternity suits, 99.99% of which are totally groundless.

3 Action/Adventure Films mean...



...you can star in a musical comedy, make a jackass of yourself—and still get away with it.

4 Action/Adventure Films mean...



...people will no longer compare you to Clint and Sly.

AMERICAN BAND SLAM DEPT.

According to latest statistics, by the time you finish reading these two pages, five new rock groups will have formed, three old ones will have disbanded, and members of the disbanded groups will merge to form the next five new groups in the time it takes you to read these same two pages over again! With this in mind, MAD helpfully presents a random sampling of...

ROCK

Jack and the Crackpots



Fans went out of their minds over Jack's off-his-rocker rock renditions of "Does Paranoia Annoy Ya?" and "I Gotta Me a Lobotomy!" The group gave up their former "psycho-delic sound" for their "new rotic sound" and are currently in the studio repressing the depressing "I'm a Little Bitso Schizo Over You, Baby!" on both sides of the one-sided single.

Charlie and the Bonnie Princes



The Bonnies are back on top now that they've added their accountant, Charlie Turetsky, as lead singer. With no musical background or talent, Charlie concludes, "Music business, garment business—the key word here is business!" The group largely appeals to boring accountants, dentists, etc. who can relate to Charlie's endless "rap style" droning about audits, deductions, and IRA's recorded through a remote mike in his smelly cigar. Profits from their latest video singles, "I Dig Your Long Form, Baby" and "Debit Does Dallas" are already high on the IRS charts.

The Ram-bozos



Their latest album, "Teen Rage Wasteland," hit the charts with bullets. The group stormed nostalgia rock beachheads with new renditions of old favorites, including "These GI Boots Were Made for Stomping!" and "I Want to Hold Your Hand Grenade." The lead duo, Cpl. Punishment and Milla Terry, are backed by a sound force of high calibre drums, guitar, brass, and M-16s!

The Conquistadores



Three former members of the dis-banded Pillage People, Jake Cortez, Bernie Pizarro, and Harry Hun, have joined forces in their quest for solid gold! Their new album, "Montezuma's Revenge," has had runs on the charts with smash hits: "A Kick in the Aztec!," "Inca Dinka Doo-wop" and "We Killed This City with Rocks and Stones!"

GROUPS

ON THE WAY UP

WRITER:
CHRISTOPHER ALLEN

The What



This new group consists of six singing, swinging hair stylists, three males and three females—but no one knows for sure which are which, least of all them! The single, "Hair Curl Wizard" from their hit rock opera "*Tommy Goes Tammy*" went frosted platinum after being remixed in Denmark.

The Ungrateful Living



Formerly "The Appreciative Deceased," this British band dug up some decaying songs from their stiff "*Grave Matter*" album (the one that went 6 feet under in the charts), buried their old sound and name, and breathed new life into the group by adding Mourning Gloria as lead vocalist. Says manager, Mort Chewary, "There's a lotta stiffs out there that'll be coffin' up plenty for our next album, '*Every Death You Take*.'"

With the successful revival of the Monkees, it's become gorilla warfare for two new groups battling it out for chimp-ionship honors in the race for top banana...

Amazing Tails



The Tails went out on a limb with their latest single, "*Didn't Plan-et This Way, But I'm Going Ape Over You!*"

Evolution Express



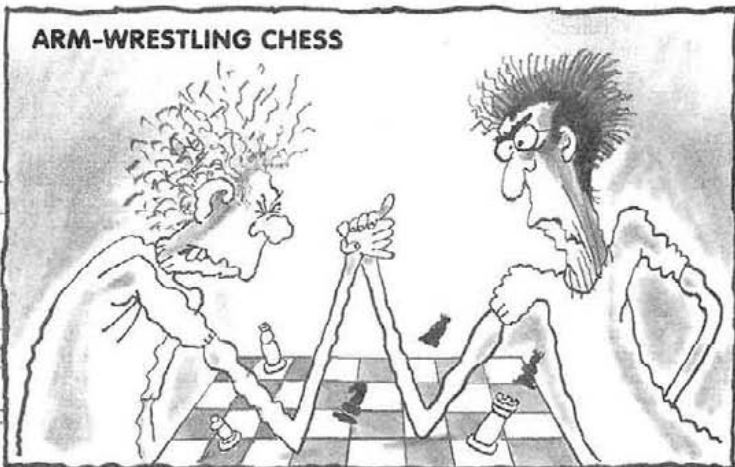
...while the success of the Express hinges on their new video, "*Walk Like a Simian*," attracting a shrewdness of loyal fans.

FIGURE-SKATE SKINDIVING



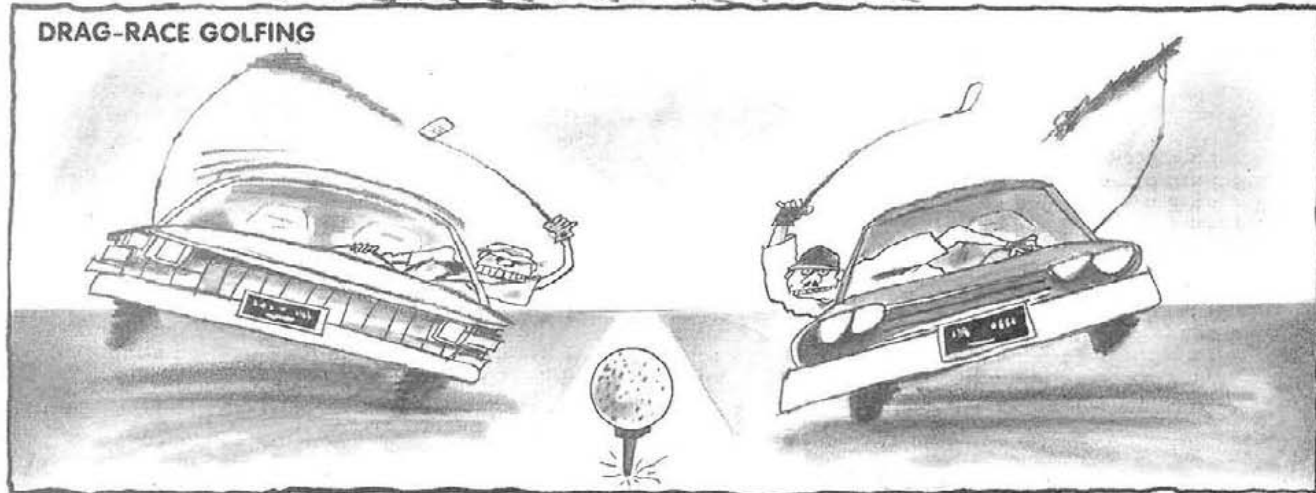
SPORT ACTIVITIES FOR

ARM-WRESTLING CHESS

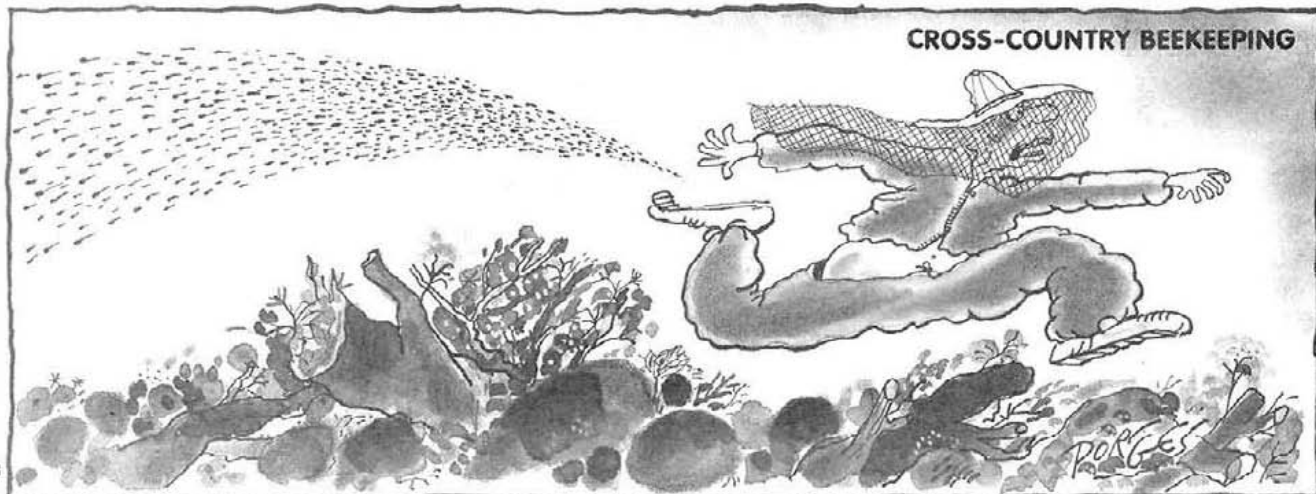


ARTIST AND WRITER:

DRAG-RACE GOLFING



CROSS-COUNTRY BEEKEEPING



or the ***HYPERACTIVE***

TOUCH-DANCE SKYDIVING

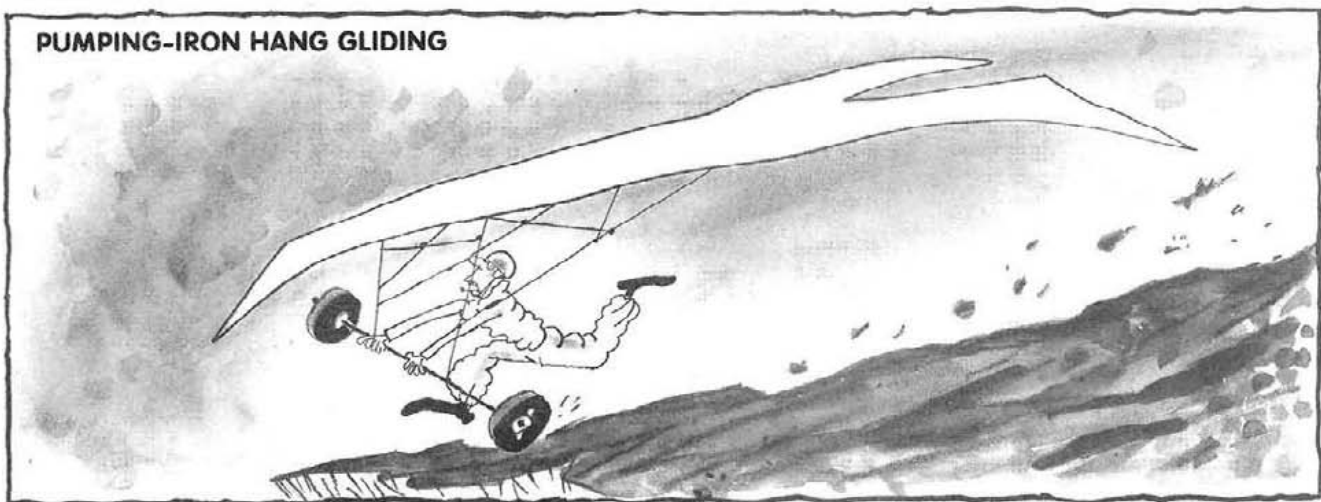
HIGH-HURDLE DOG WALKING



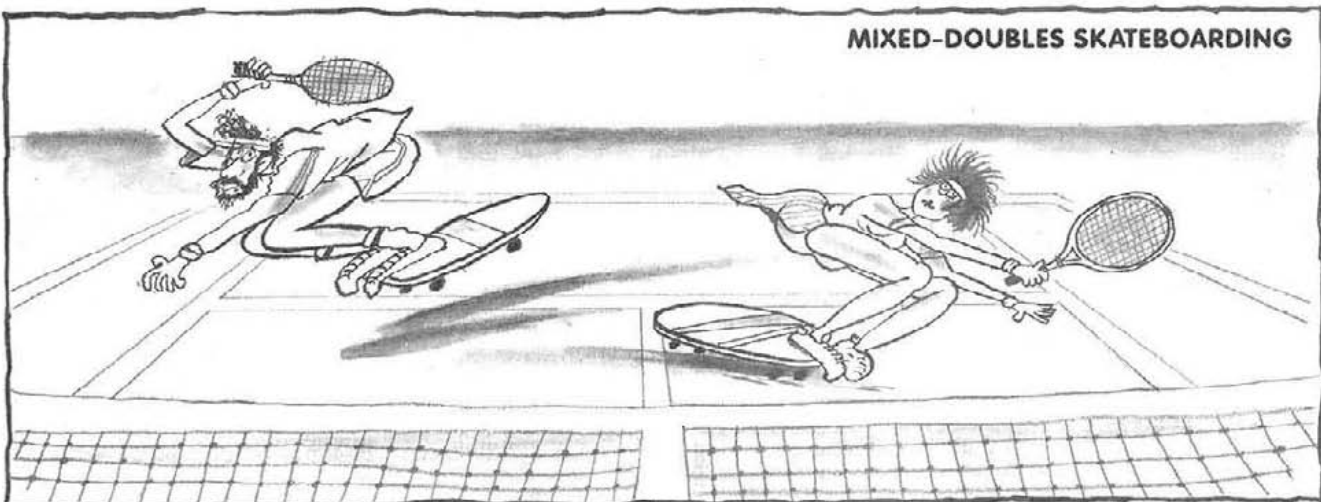
PAUL PETER PORGES



PUMPING-IRON HANG GLIDING



MIXED-DOUBLES SKATEBOARDING



It's amazing how the U.S. Congress somehow spends more and more money each year. This mystery is one that every politician devotes his whole career to blaming on someone else. However, MAD researchers have finally dug up the truth. We've dis-

WHY THE U.S. GOV REALLY

ARTIST: GEORGE WOODBRIDGE

WRITER: TOM KOCH

April 21, 1964

FUNDS APPROVED FOR ANTI-SMOKING CAMPAIGN

The U.S. Surgeon General's Office today received \$4,000,000 from Congress to publicize its recent findings that cigarette smoking can be fatal. A spokesman for the Surgeon General said that the money will be used to mount a long term campaign of health warnings about the risk of using tobacco.



September 14, 1984

FEDERAL AID VOTED FOR TOBACCO GROWERS

Congress today approved a \$575,000,000 subsidy program to aid the nation's struggling tobacco farmers. The assistance became necessary after sales of the crop declined for the eighteenth straight year, due to repeated health warnings about the hazards of smoking.



October 3, 1979

WINNING THIRD WORLD FRIENDS: A U.S. POWER PLANT FOR S. GUMBA

Citing the move as "an inexpensive way to win friends in the Third World," the U.S. today announced plans to build a \$5,000,000 electric power plant in the tiny, impoverished nation of South Gumba. South Gumba presently has no electricity, in addition to having no industry or agriculture.



May 16, 1984

N. GUMBA INVADES S. GUMBA; U.S. TO SEND MILITARY AID

Congress today voted \$240,000,000 in military aid to tiny, beleaguered South Gumba, following its invasion by well equipped forces from neighboring North Gumba. The North Gumbans attacked in the apparent hope of capturing South Gumba's new electric power plant, which is the country's only asset.



covered that Congressional spending is forever on the rise because almost every government appropriation creates a later need for a much bigger appropriation to undo the effects of the first appropriation. These clippings will clearly show—

ERNMENT SPENDS SO MUCH

November 23, 1967

\$80,000,000 VOTED FOR STUDENT LOAN PROGRAM

Congress today approved legislation that will give \$80,000,000 in low interest loans to needy college students during the next ten years. Backers of the program said it will save money in the long run by educating those who might otherwise become lifelong welfare cases.



February 17, 1985

STARVING ANTHROPOLOGISTS TO GET GOVERNMENT AID

Congress today approved a \$950,000,000 aid package for the nation's 600,000 chronic unemployed who hold Ph.D. degrees in anthropology. Most of the destitute individuals were trained under the Student Loan Act of 1967.



June 29, 1983

EMERGENCY BAILOUT FOR DAIRY FARMERS

The Wisconsin congressional delegation today won approval for its standby program to have the Federal Government buy cheese from dairy farmers, in the event of a drastic fall in market prices. The plan will cost only \$100,000 a year to administer because no actual government cheese purchases are anticipated in the foreseeable future.



October 6, 1957

SENATOR DEDICATES CHEESE WAREHOUSE

A billion-dollar warehouse, built solely to store government surplus cheese, was dedicated today by Wisconsin Senator Hans Gunthert. The building is twice as large as the Pentagon, and will house most of the nation's annual cheese production, which is now bought by the government under Federal price subsidy programs.



March 12, 1981

NEW HIGHWAY TO CUT FLORIDA DRIVING TIME

Work was today completed on a \$36,000,000 Federally funded project to eliminate several dangerous curves along a four-mile stretch of U.S. Highway 1 near Palm Beach, Florida. The modernization program is expected to reduce driving time between Jacksonville and Miami.



February 27, 1982

GOVERNMENT TO AID TOWN BYPASSED BY HIGHWAY

Almost \$83,000,000 in Federal emergency aid has been granted to the town of Sagging Springs, Florida, where employment at gas stations, restaurants and motels dropped 98 per-cent when a new highway that bypasses the community was opened last year.



January 15, 1983

END FORCED RETIREMENT CUTS SOCIAL SECURITY

The new law banning forced retirement in U.S. industry at age 65 is expected to slow the spiraling expense of the Social Security Department. The ban will cost only \$3,000,000 a year to enforce, but experts estimate that it will keep 750,000 older workers on the job.



April 5, 1984

PAYMENTS ZOOM AS OLD CLING TO JOBS

The government paid almost one-billion-dollars in unemployment benefits last year to recent high school and college graduates who were unable to enter the job market because older workers refused to quit.



August 20, 1974

FUNDS APPROVED FOR NEW WILDERNESS TRAIL

The President today signed legislation providing almost \$20,000,000 for construction of a Rocky Mountain Wilderness Trail that will wind through six National Parks in Colorado and Wyoming.



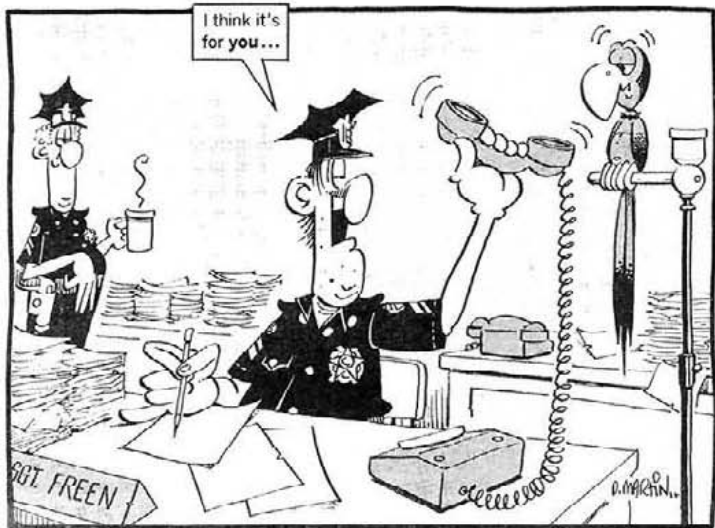
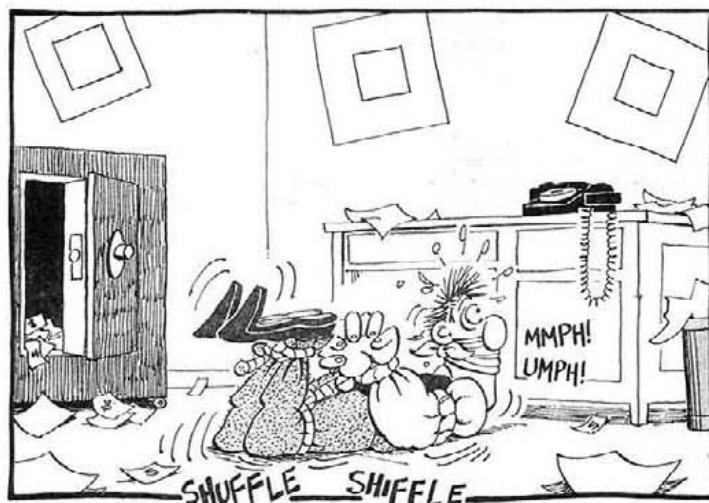
March 19, 1984

FENCE PLANNED TO KEEP ANIMALS IN WILDERNESS

The President today signed legislation providing \$92,000,000 for construction of a long chain link fence that will prevent dangerous grizzly bears from leaving National Parks to take up residence in nearby cities.



ONE FINE DAY IN THE SOUTH BRONX



DUNKIN' DONORS DEPT.

Hey, adoring fans, this is your old buddy Captain Lou Albino! Me and my protégé Cyndi Leper were sitting around the other day trying to think of something more important than rasslin'...and we couldn't! But we had all afternoon to kill, so we thought of

MAD VISITS AN ORGA

ARTISTS: WILL ELDER & HARVEY KURTZMAN

WRITER: LOU SILVERSTONE



Aren't you going to examine any of these people?

I just did.

Do they have to pay for that once-over?

Of course not! They're on Medicare. The government pays!

How are you today?

Are you feeling okay?

My, you're looking well.

Have a nice day.

You poor thing. You threw up on your tray.

No I didn't. The nurse just brought it. It's my dinner.

This is one of our special development labs.

Where you develop new cures?

No, where we develop new and exotic names for everyday ailments. I mean, 500 bucks to cure a headache is a little steep, but a thousand dollars to alleviate a massive cranial paroxysm sounds like a bargain, even though it's the same thing!

DEVELOPMENT CELL

FACTORS CONTROL

Old Mr. Toomey fell asleep with his dentures in, so I took them out and put them in a glass of water next to his bed.

You fool! Mr. Toomey doesn't wear dentures!

Great! We'll just charge him for emergency dental work!

the next best thing to rasslin': pain, suffering and injury! The only place to find those things outside of a ring is at one of the hospitals or medical centers around the country that's doing experimental research and other gory things! So join us as...



AN TRANSPLANT HOSPITAL



You picked a good day to visit. You're going to see medical history being made!

No, we're going to transplant the brain of an ape into a man. I must warn you, there will be a great deal of blood.

You mean you'll operate without charging the patient?

Big deal! Didn't you ever see a championship rasslin' match?

Doc, I've read that ape-to-man brain transplants have been tried before.

You're talking about the Hooper Study. Hooper tried to prove that Attorney General Ed Meese had had such a transplant, but he was wrong. Meese acts the way he does with a human brain!

This operation has never been attempted before. If it's successful it will be a major milestone.

How major?

Right below the circus transplant operation that made a goat into a unicorn!



Did you ever see a man's skull opened up before?

Yeah, the time Andre the Giant sat on George "The Animal" Steele—but there was nothin' inside.

This place is really wild. Dig all these machines and lasers and blood and guts. It'd make a great background for my next video!



He's still breathing, Doctor.

Now comes the really crucial part that will spell success or failure.

To see if his body rejects the new brain?

No, the press conference!

LOOK FOR THE UNION LABEL

KOFF!



Mrs. Goober, stand next to your husband, hand him this beer and get a ball game on the tube.

Doctor, Frank doesn't like beer or baseball!

Me neither, but Americans like their heroes to be regular guys. Could you prop up Frank, Mrs. Goober? This is for network TV.

Sit up, schmuck! we're gonna be on TV!



Before we start the questions, the President is going to talk to Mr. Goober via a special hookup. We'll be able to watch on the television monitors.

Hey, this is a big deal! I mean the Gipper only calls up really baaad dudes, like the winning coach of the Superbowl or the World Series.

So how come he never calls up Hulk Hogan?



Bonzo, you're looking great! Nancy and I want to congratulate you on your historic operation. Nancy said to tell you she's sending a bunch of bananas, haha!

Frank, will you wake up, that's the President talking to you!

After you recover, Frank, I may have a job for you here in Washington. Of course, with the brain of an ape, a civil service position is out. You'll be over-qualified!

Gurggle, gurggle...

Mr. President, I'm afraid Mr. Goober has expired.

That's O.K., my offer to work for the government still stands! No one up here will notice he's dead for at least two years!

Doctor, do you really think this operation was of any use?

Of course it was! It may not seem like much to you, but we gave this man 12 extra minutes of life. Next time, a patient may live for a half hour or even an hour. And one more thing, we helped him fulfill every American's fantasy.

Talking to the President?

No, being on TV!

What would you say was the most positive result of this operation?

My appearing on the covers of *Time* and the *Enquirer* in the same week.

So what, I did the same thing and all I did was cut a record, not some poor slob's skull!

Doc, how will you choose your next victim, er, patient?

Our next patient is going to be selected in a dignified, yet typically American way. The operation will be a prize on "Wheel of Fortune."

One last thing: The saddest part of the transplant business is that there are many more patients than available organs. Just look at those guys. He's been waiting years for a heart, and the other one desperately needs a brain!

IT'S A CRUMMY JOB...

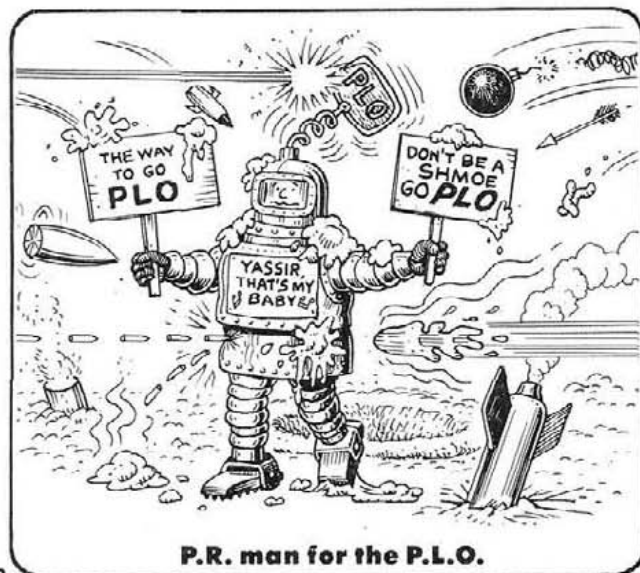
"...but somebody's gotta do it!"

ARTIST: AL JAFFEE

WRITER: JOHN ELLIS SECH



Hair stylist for Don King.



P.R. man for the P.L.O.



Product tester for a laxative manufacturer.



Movie critic assigned to a Jerry Lewis film festival.



Roadkill removal technician.



Life guard at a fat farm.

WHO
CONDUCTED
THE MOST
EXHAUSTIVE
WASHINGTON
PROBE
RECENTLY?

HERE WE GO WITH ANOTHER RIDICULOUS MAD FOLD-IN

A recent Washington probe received worldwide attention. To refresh your memory, fold in this page as shown.

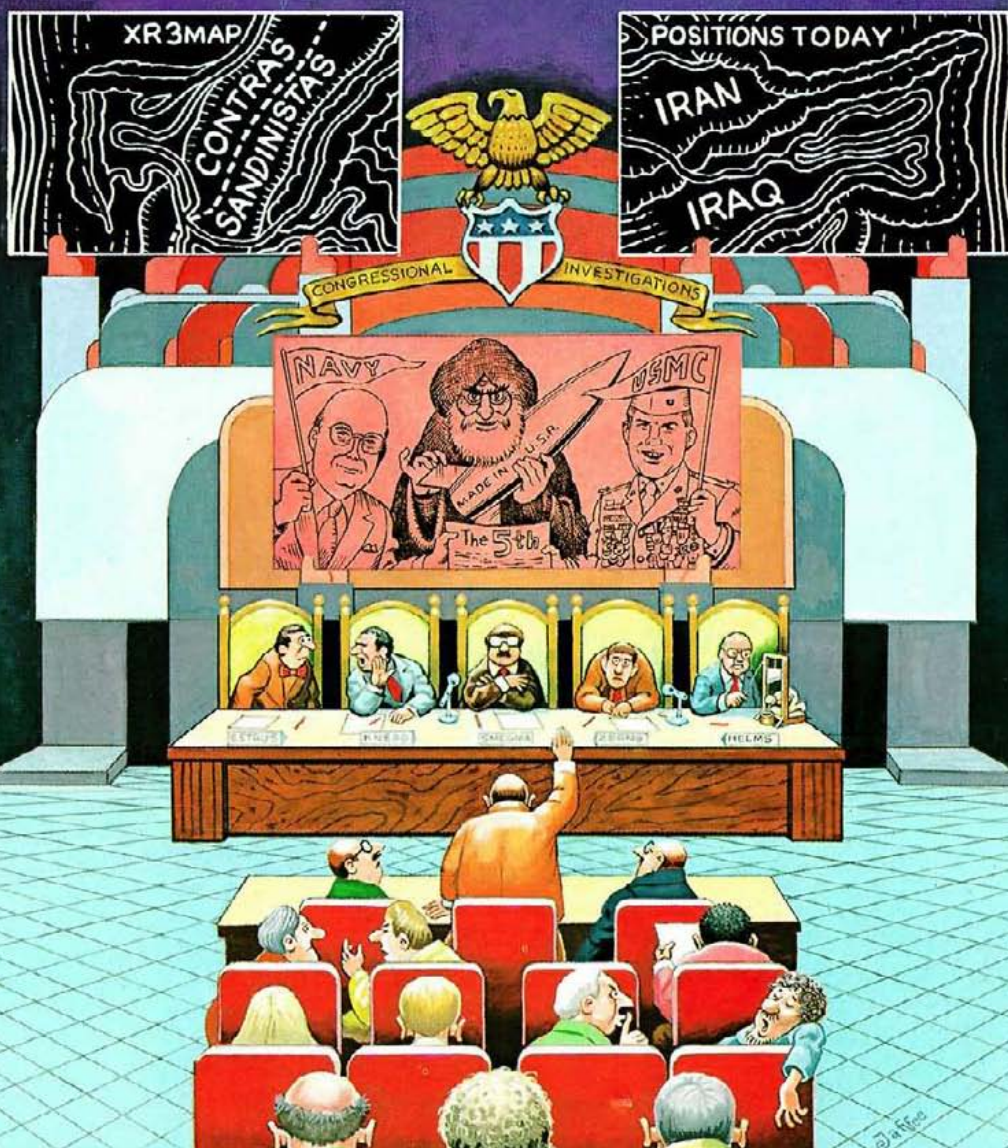


FOLD PAGE OVER LIKE THIS!

A▶

FOLD THIS SECTION OVER LEFT

◀B FOLD BACK SO "A" MEETS "B"



THE PRESS IS ALWAYS LOOKING TO EXPLOIT ANY INCIDENT'S
NEWSPWORTHINESS. THEY ESPECIALLY LIKE TO
DOCUMENT GORY DETAILS DUG UP BY INVESTIGATORS.

A▶

◀B



April/May

NEW WRESTLING SENSATION
HAROLD "THE KILLER ACCOUNTANT" BOASTS
"I'LL BORE THE HULK INTO SUBMISSION!"

Magazine

THE WITLESS WINOBAG

WRESTLER'S FEDERATION

PAUL ORNDORFF:
IS HE BRAIN DEAD?
FULL COLOR X-RAYS INSIDE

OVER 75 PAGES OF ADS
FOR WWWF MERCHANDISE!

KING KONG BUNDY:
"CELLULITE IS MY
SECRET WEAPON!"

CONTEST: GUESS HOW MUCH
HAIR GEORGE "THE ANIMAL"
STEELE HAS ON HIS BACK

THE GREAT LEAD PIPE DEBATE:
SHOULD REFEREES CARRY THEM?

EXCLUSIVE INTERVIEWS WITH
JAKE "THE SNAKE'S" PYTHON
AND KAMALA'S STOMACH

A MAD
FAKE-OUT
MAGAZINE
COVER

